

Teaching Immersive Video Storytelling: Tips for Getting Started



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Innovative Teaching with Makerspace Technology Grant

Makerspace:

Flexible spaces for collaboration and creation. They offer hands-on ‘making’ equipment and resources traditionally dispersed across departments in different labs, studios, and workshops. By bringing these resources together and making them accessible to broader communities, they encourage learning and experimentation across technologies and disciplines.



**Center for the Advancement
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Innovative Teaching with Makerspace Technology Grant

- Up to \$3,500 for makerspace equipment, materials, or software
- Formal technical, logistical, and pedagogical support
- Opportunities to present and publish on final projects
- *bit.ly/makerspace-grant*



**Center for the Advancement
of Teaching**

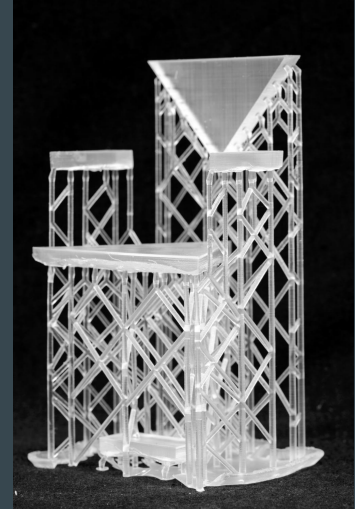


Libraries

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2017-2018 Grant Projects

- Omer Awan - Radiology
- Allison Hayes-Conroy & Rob Kulathinal - Geography & Biology
- Matthew Philp - Surgery
- Richard Tyrell - Plastic Surgery
- Andrew Wit - Architecture
- Laura Zaylea - Media Studies/Production



What is 360° video?



Student-Produced Video: *Tip of My Tongue*

<https://laurazaylea.com/360-video/>

<https://www.youtube.com/watch?v=PpBOeFv1K2w&feature=youtu.be>

The Innovative Teaching with Makerspace Technology Grant:

Temple University Libraries presents

BEYOND the PAGE

library.temple.edu/beyondthepage



Photo courtesy Laura Zaylea

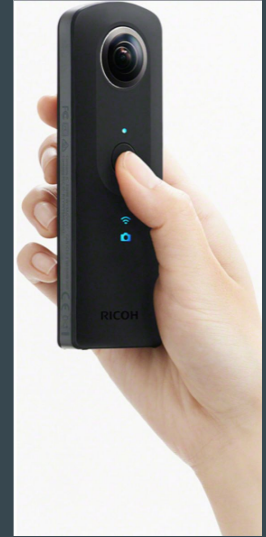
With/In/Visibility: Exploring Storytelling in 360° Video Thursday, December 14, 1:00 PM

Paley Library Lecture Hall, 1210 Polett Walk, Ground Floor

Please join us for a screening and presentation of student video work and research from Klein College of Media and Communication students in two new media forms: 360° video and video for augmented reality.

360° video allows the viewer to look in any and all directions—but what does giving this freedom to an audience member mean for content creators? How do we design impactful stories that also allow a high degree of freedom on the part of the viewer? Augmented reality allows physical surfaces and graphic images to trigger digital content “auras” (videos, images, links) when viewed through a smart device. What potential does this hold for storytelling? What stories are evoked by physical spaces—secrets revealed, ghosts uncovered, hidden truths brought to light?

This is the final screening event for Media Studies and Production courses 4741: Emergent Media Production and 8741: Cybermedia Workshop with Prof. Laura Zaylea, in an innovative collaboration with MSP 4446: Psychological Processing of Media with Dr. Matthew Lombard.



Kodak PixPro Camera and related gear. Two hands-on workshops. Software. Final event: Festival & Research Presentation!

Big Big Thanks!!

- DSC, CAT and the Innovative Teaching with Makerspace Technology Grant
- Dr. Matthew Lombard, Hocheol Yang and MSP 4446: Psych Processing of Media
- Student Media Makers!!
 - DUALITY: Pedro Diaz, Sydney Ferrara, Julie White, Sajid Chaudhary
 - TIP OF MY TONGUE: Chunxue Li, Yuanzhuo Wang, Zhaochen Zhang, Eric O'Neill
 - WITNESS: Christina Lew, Po-Hsien Lee, Harrison Schneider, Jin Kim
 - BEYOND THE COLOR LINE: Joe Williams, Maddie Sumners, Akash Malik, Ben Grim
 - TOYS: Jim Leyden
 - DUE DATE: CL, YW, ZZ, CL, PL, JK
- Klein College of Media and Communication at Temple University

360° Video: *It's easy! It's the same!*

- Time-Based Storytelling / Narrative Arc
- Designing Characters, Casting Actors
- Equipment: Lights. Camera. Audio.
- Protocol: Lights! Camera! Action!
- Editing & Postproduction: Same Software!



Photo credit: Brae Howard

360° Video: *Oh wait... it's totally different!*

- Production strategies: Some things just don't work...
 - Narrative filming strategies: No “close up”? How to film a conversation?? How to guide audience attention?
 - Training the audience (*how* to view the work)
- Experience varies based on viewing condition:
 - Laptop / computer
 - Tablet / mobile phone
 - HMD (head mounted display)
 - Oculus Rift
- Research Collaboration:
 - How experienced are you with immersive video?
 - What worked? What created an experience of “presence”?
 - How much did you follow the story vs. explore the environment?



Photo credit: Brae Howard

Strategy: “The Hallway Shot”



Student-Produced Video: *Tip of My Tongue*

<https://laurazaylea.com/360-video/>

<https://www.youtube.com/watch?v=PpBOeFv1K2w&feature=youtu.be>

Strategy: “Bike” Shot and “Seated at the Table” Shot

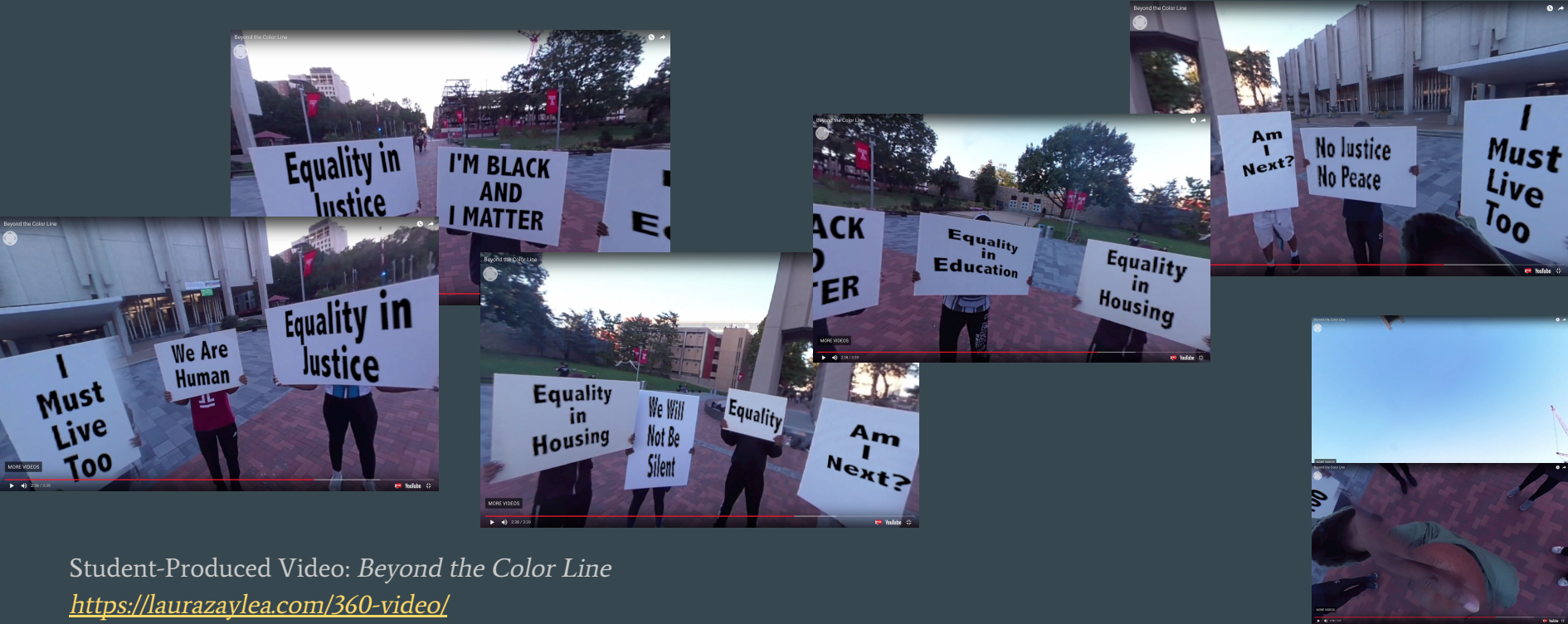


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Space, Identity and Access



Student-Produced Video: *Beyond the Color Line*

<https://laurazaylea.com/360-video/>

Ethics (presenting violence)



Student-Produced Video: *Witness: A Story of Domestic Violence*

<https://laurazaylea.com/360-video/>

Narrative (Control vs. user experience vs. FOMO)



Student-Produced Music Videos: *Duality*

<https://laurazaylea.com/360-video/>

Music Videos



Student-Produced Music Videos: *Due Date* and *Toys*

<https://laurazaylea.com/360-video/>

360° Video:

What worked? What didn't work?

And... what's next?

WHAT WORKS?

- Philosophy: Experimentation! Embracing risk!
- Modes: Documentary. Action sports.
- Camera placement: The “hallway” shot
- Presentation: Hands-on festival & research!
- Theme: “Hidden in plain sight”

WHAT DOESN'T WORK? (YET!)

- Camera placement: Conversation? (Not the middle! No S/RS!)
- Control: There's no “close up” shot! How to direct attention?
- Modes: Narrative (You just can't control it!)
- Text on screen (when viewed on HMDs vs laptops)
- Surround sound audio; technology updates (“injecting” metadata)
- Fomo (Fear of missing out... it's inevitable!)
- Comparing 360° video to traditional video... or to lived reality.



Photo credit: Brae Howard

Tips for getting started:

- **Frame it as shared discovery:** Learning something new together!
- **Take a deep breath!** (New things can be frustrating. Build in time for that!)
- **Try many short assignments or several rounds of “rough cuts”**
(Don’t expect perfection on the first try!)
- **Connect theory and practice** (explore deeper questions such as the meaning of public space, the mode of documentary, cultural identity and representation)
- **Prioritize user experience** (rather than thinking about the story that is being presented to the audience, think of it from the audience’s point of view: How the audience perceives the experience)
- **Try the Ricoh Theta S** (or similar camera that does not require stitching)
- **Print “how to” handouts** (Let students discover, but from a strong starting point)
- **Have fun!**

Importance of Institutional Support

Faculty:

- Financial support
- Motivation to try something new, commitment to see it through
- Collaboration to introduce digital methods and technologies
- Publicity and increased exposure

DSC/CAT:

- Support new modes of teaching and learning
- Develop resources based on faculty interest and need
- Build institutional knowledge regarding technologies and projects

2018-2019 Grant Projects

- Donna Boling - Education
- Michele Lee & Insook Han - Education
- Ajima Olaghere - Criminal Justice
- Catherine Pancake - Film & Media Arts
- Leslie Reeder-Myers - Anthropology
- Anne Russ & Jamie Mansell - Kinesiology

